



Canadian  
Cardiovascular  
Congress



Congrès canadien  
sur la santé  
cardiovasculaire

# Sponsorship Opportunities

Québec City, Québec  
October 20-24, 2007



**Canadian  
Cardiovascular  
Society**

*Leadership. Knowledge. Community.*

**Société  
canadienne  
de cardiologie**

*Communauté. Connaissances. Leadership.*



**HEART &  
STROKE  
FOUNDATION  
OF CANADA**

**FONDATION  
DES MALADIES  
DU CŒUR  
DU CANADA**

*Finding answers. For life.  
À la conquête de solutions.*

**Attend  
CCC 2007 in  
Québec City, as CCS  
celebrates its 60<sup>th</sup> year!**

# An invitation to support the premiere annual cardiovascular learning event in Canada.

The Canadian Cardiovascular Society (CCS) and the Heart and Stroke Foundation of Canada (HSFC) invite you to participate in the Canadian Cardiovascular Congress 2007 (CCC 2007), which includes the 60<sup>th</sup> Annual Scientific Meeting of the Canadian Cardiovascular Society, to be held in Québec City, Québec, October 20 to 24, 2007.



**Canadian Cardiovascular Society**

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**FONDATION DES MALADIES DU CŒUR DU CANADA**

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## Quality and Value of Delegates

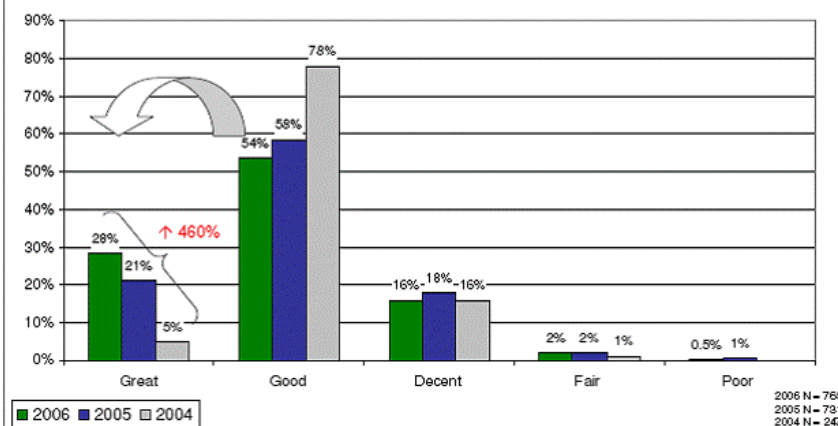
The CCS completed the third in an ongoing annual series of CCC evaluations in Vancouver in collaboration with the Sauder School of Business, University of British Columbia. CCC Vancouver's evaluation comprised a number of components including over 800 on-site surveys of delegates, partners and stakeholders, an on-line survey involving non-attendees, focus groups and one-on-one interviews with senior executives of the meeting's Grand Patrons.

Taken together, the results of the past three years' evaluations have enabled CCS and all participating organizations to establish and begin tracking benchmarks of the CCC, especially as they relate to various measures of both quality and value. Over the course of the past three years, the CCC has experienced steady, significant and exciting improvements in overall quality and value realized by delegates, stakeholders and Industry Partners.

For example, 28% of CCC Vancouver delegates cited receiving 'great' value from Congress (up 33% from CCC Montreal 2005 and 460% from CCC Calgary 2004). In addition to quality and value, the impact of the overall learning experience for delegates continues to improve. For example, 80% of CCC Vancouver delegates believe the learning experience afforded by CCC results in greater clinical competence and performance. Finally, delegate loyalty continues to increase with the highest percentage yet planning to return in Québec City 2007.

**Delegates who previously received good value from Congress, are now receiving great value (the highest rating possible).**

**Q7. Overall, what value do you receive from Congress?**



**Overall value of CCC continues to increase.**

The full results of the CCC Vancouver evaluation (91 pages, PDF) can be downloaded directly from the CCC Web site ([www.cardiocongress.org](http://www.cardiocongress.org)). You are openly invited to download and review the complete evaluation results.

The CCC has become the premiere annual cardiovascular learning event in Canada and the 'must attend' meeting for cardiovascular specialists and allied health professionals from across Canada and farther afield. These achievements are due to the untiring efforts of Dr. Charles Kerr, Past CCS Annual Meeting Chair, Dr. Todd Anderson, CCS Scientific Program Committee Chair, the CCS Scientific Program Committee, Dr. D George Wyse, CCS Annual Meeting Chair for CCC Québec City 2007, CCC participating organizations and highly dedicated staff.

## Scientific Program

The Canadian cardiovascular community recognizes the CCC 2007 Scientific Program as an important educational forum for Canadian cardiovascular health professionals. The program delivers high-quality science and education through plenary sessions, lively debates, clinical trial updates, poster and moderated poster presentations, simultaneous oral sessions, interactive workshops, public forums, informal 'Meet the Expert' sessions and more.

CCC 2007 is the largest cardiovascular congress in Canada and, incorporates a four-day educational program.

The CCS Scientific Program Committee develops the CCC 2007 program with the goal of providing a wide range of topics related to cardiovascular health and care, which are both informative and illuminating. Dr. Todd Anderson serves as Chair of the committee comprised of Canada's renowned cardiovascular specialists.

**CCC 2007 Learning Tracks** offer a seamless, integrated and complete learning experience across a number of specialty interests. In addition, they incorporate leading-edge learning strategies and approaches to provide attendees with a rich learning experience including symposia, workshops and plenary sessions.

**As CCS Annual Meeting Chair, Dr. D. George Wyse oversees all content-related activities within and associated with the CCS Scientific Program. In doing so, Dr. Wyse ensures the Scientific Program provides attendees with the learning experience they seek.**

## Participating Organizations

Canadian Cardiovascular Society  
Heart and Stroke Foundation of Canada  
Canadian Association of  
Cardiac Rehabilitation  
Canadian Association of  
Cardiopulmonary Technologists  
Canadian Cardiovascular Society Academy

Canadian Council of  
Cardiovascular Nurses  
Canadian Hypertension Society  
Canadian Pediatric Cardiology Association  
Canadian Society of Atherosclerosis,  
Thrombosis and Vascular Biology  
Canadian Society of Cardiac Surgeons

Canadian Society of  
Cardiology Technologists  
Canadian Society of Clinical Perfusion  
Cardiovascular and Thoracic Section,  
Canadian Anesthesiologists' Society  
Institute of Circulatory and Respiratory  
Health, Canadian Institutes of  
Health Research

## Please take the opportunity to review the information on sponsorship opportunities that follows, and select a level of support that is appropriate for your organization.

Sponsorship of the Congress and Scientific Program provides an unparalleled opportunity to access your key customers, and highlight your company's commitment to cardiovascular health, education and research in Canada.

Sponsors of the CCC 2007 will be recognized as Grand Patron, Patron, Benefactor, Friends of CCC 2007, Contributors, Program Supporters or events with benefits commensurate with the chosen level of support. All benefits are available to companies who become Congress or Scientific Program

Supporters prior to February 9, 2007. Some benefits may be unavailable after February 9, 2007. We have designed a sponsorship package that highlights sponsors profile, recognition and provides access to all attending delegates.

## Congress Delegates

### Delegates include the following:

cardiologists; cardiac surgeons; anesthesiologists and researchers; nurses; technicians and technologists; perfusionists; rehabilitation specialists including dietitians and exercise specialists; students and trainees, and many other members of the cardiovascular healthcare community.

The Congress is a forum to showcase the best research and to promote learning — through scientific sessions, interactive workshops, late-breaking clinical trials, and lively debates. A place for active discussions on key issues with colleagues from across the country.

Over 3,750 cardiovascular health professionals from across Canada are expected to attend CCC 2007 in Québec City.

### ► Audience Profile

## For more information please contact:

### Robert Gallaher

Director of Membership Services  
Canadian Cardiovascular Society  
222 Queen Street, Suite 1403  
Ottawa, ON K1P 5V9

Tel: 613-569-3407, ext. 411  
1-877-569-3407

Fax: 613-569-6574

E-mail: [gallaher@ccs.ca](mailto:gallaher@ccs.ca)

### Blair Tryon

Congress Manager,  
Exhibition and Sponsorship  
CCC Secretariat

275 Bay Street  
Ottawa, ON K1R 5Z5

Tel: 613-238-2304, ext. 227

Fax: 613-236-2727

E-mail: [ccc-exhibits@intertaskconferences.com](mailto:ccc-exhibits@intertaskconferences.com)

The Canadian Cardiovascular Society (CCS) is a non-profit professional medical organization of over 1,400 cardiovascular specialist and researchers. The CCS is the national voice for cardiovascular physicians and scientists.

### The CCS mission is to promote cardiovascular health and care through:

- Knowledge translation, including dissemination of research and encouragement of best practices;
- Professional development; and
- Leadership in health policy.

### The Society fulfills this mission by concentrating its efforts on five priorities:

- Membership
- The Canadian Cardiovascular Congress
- Health Policy Advocacy
- Practice recommendations and position statements
- Knowledge Translation programs and Professional Development



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## Grand Patron (\$50,000+)

**Grand Patron** supporters are recognized for their strong commitment to the success of CCC 2007 through the highest degree of visibility and prominence at CCC 2007. **Grand Patrons** receive the following benefits:

- Priority selection of a Satellite time slot for one (1) Satellite Symposium if **Grand Patron** support payment is received by February 9, 2007. Cost of the Satellite Symposium is additional;
- Use of the CCC 2007 logo with the phrase "**A Grand Patron Supporter of the Canadian Cardiovascular Congress 2007**" on advertising, printed or electronic information and Satellite Symposia mailings from the date of commitment as a Grand Patron until December 31, 2007. During CCC 2007, the same phrase can be used for booth signage as well as information included in delegate kits;
- One complimentary (10' x 10') booth space in the exhibit hall at CCC 2007 and two complimentary exhibitor badges;
- Priority selection of corporate booth location in the exhibit hall. The cost of the booth space is extra. Please see the CCC 2007 Exhibitor Prospectus for more information;
- A sign recognizing your support as a **Grand Patron**, for your exhibit area;
- Invitation to sit on the CCS Stakeholders Roundtable Committee for CCC 2007;
- First opportunity to participate in 'Extending the Congress Experience'
- A full page in the CCC 2007 Registration edition of the ECG and Final Program for your **corporate message** to the cardiovascular health community and Congress delegates (the corporate message will require pre-approval by CCC Secretariat);
- **One** single-sheet **corporate information** insert for the CCC 2007 delegate registration kits;
- Corporate name or logo placed on the Congress Supporter recognition sign in the main lobby and public areas during CCC 2007. As a **Grand Patron**, company name or logo will be the most prominently displayed;
- Placement of corporate name or logo on a Congress Supporter recognition page that will appear in CCC 2007 Registration edition of the ECG (circulation: over 15,000 Canadian cardiovascular-focused primary care physicians, cardiovascular specialists and other cardiovascular-related healthcare providers) and the on-site edition of the ECG and in the Final Program (distributed to all delegates on-site over the four days);
- Corporate logo included with your exhibit listing in the on-site edition of the ECG;
- Acknowledgement of **Grand Patron** support throughout the year leading up to and during CCC 2007 through:
  1. *Canadian Journal of Cardiology* Congress Abstract Program.
  2. Canadian Cardiovascular Congress Web site, including a corporate hyperlink.
  3. Canadian Cardiovascular Society CCC 2007 mailings.
  4. Acknowledgement and logo recognition by CCC 2007 Chair, during CCC 2007 Opening Ceremonies.
- List of the CCC 2007 registrants four weeks prior to and after the Congress;
- CCC 2007 supporter recognition ribbons for all company staff members attending CCC 2007;
- Presentation of a plaque of recognition and appreciation at CCC 2007 Awards Ceremony;
- Four (4) complimentary CCC 2007 full delegate registrations;
- Four (4) complimentary tickets to the CCC 2007 City Night;

## Patron (\$25,000)

**Patron** supporters are recognized as important contributors to the success of CCC 2007. **Patron** supporters receive the following benefits:

- Selection of a remaining time slot for one (1) Satellite Symposium, after Grand Patron supporters, based on the total dollars committed (supporter and Satellite Symposia contributions only). This selection is contingent on receipt of **Patron** supporter payment prior to February 9, 2007 and confirmation of a Satellite Symposium time slot on or after February 9, 2007. Cost of a Satellite Symposium is additional;
- Choice of booth location in the exhibit hall after Grand Patrons. Cost of booth space is extra. Please see the CCC 2007 Exhibitor Prospectus for more information;
- A sign recognizing your support as a **Patron**, for your exhibit area;
- Corporate name or logo placed on the Congress Supporter recognition sign in the main lobby and public areas during CCC 2007. The prominence of company name or logo will be second only to that of Grand Patron supporters;
- Corporate name or logo on the Congress Supporter recognition page that will appear in the CCC 2007 Registration edition of the ECG (circulation: over 15,000 Canadian cardiovascular-focused primary care physicians, cardiovascular specialists and other cardiovascular-related healthcare providers), the on-site edition of the ECG and the Final Program (distributed to all delegates on-site over the four days);
- Acknowledgement of **Patron** support throughout the year leading up to and during CCC 2007 through:
  1. *Canadian Journal of Cardiology* Congress Abstract Program.
  2. Canadian Cardiovascular Congress Web site, including a corporate hyperlink.
  3. Canadian Cardiovascular Society CCC 2007 mailings.
  4. Acknowledgement and logo recognition by CCC 2007 Chair, during CCC 2007 Opening Ceremonies.
- Use of the CCC 2007 logo on pre-Congress mailings, booth signage and information for the delegate kits;
- CCC 2007 supporter recognition ribbons for all company staff members attending CCC 2007;
- Presentation of a plaque of recognition and appreciation at CCC 2007 Awards Ceremony;
- Two (2) complimentary CCC 2007 full delegate registrations;
- Two (2) complimentary tickets to the CCC 2007 City Night;

## Benefactor (\$10,000)

### Benefactors of CCC 2007 receive the following benefits:

- Selection of a remaining time slot for one (1) Satellite Symposium, after Grand Patron and Patron supporters, based on the total dollars committed (supporter and Satellite Symposia contributions only). This selection is contingent on the receipt of **Benefactor** supporter payment prior to February 9, 2007 and confirmation of a Satellite Symposium time slot on or after February 9, 2007. Cost of a Satellite Symposium is additional;
- Choice of booth location in the exhibit hall after Congress Grand Patrons and Patrons. Cost of booth space is extra. Please see the CCC 2007 Exhibitor Prospectus for more information;
- A sign recognizing your support as a **Benefactor**, for your exhibit area;
- Corporate name or logo placed on a Congress Supporter recognition sign in the main lobby and public areas during CCC 2007;
- Corporate name or logo on the Congress Supporter recognition page that will appear in the CCC 2007 Registration edition of the ECG (circulation: over 15,000 Canadian cardiovascular-focused primary care physicians, cardiovascular specialists and other cardiovascular-related healthcare providers), the on-site edition of the ECG and the Final Program (distributed to all delegates on-site over the four days);
- Acknowledgement of **Benefactor** support throughout the year leading up to and during CCC 2007 through:
  1. *Canadian Journal of Cardiology* Congress Abstract Program.
  2. Canadian Cardiovascular Congress Web site,
  3. Canadian Cardiovascular Society CCC 2007 mailings.
  4. Acknowledgement of your **Benefactor** status by CCC 2007 Chair, during CCC 2007 Opening Ceremonies.
- Use of the CCC 2007 logo on pre-Congress mailings and booth signage during CCC 2007;
- CCC 2007 supporter recognition ribbons for all company staff members attending CCC 2007;
- Presentation of a plaque of recognition and appreciation at CCC 2007 Awards Ceremony;
- One (1) complimentary CCC 2007 full delegate registrations;
- One (1) complimentary ticket to the CCC 2007 City Night;

## Friends of CCC 2007 (\$5,000)

As a **Friends of CCC 2007** your company will be recognized as supporter of the CCC 2007 Congress, and will receive the following benefits:

- Selection of a remaining time slot for one (1) Satellite Symposium, after Grand Patron, Patron and Benefactor supporters, based on the total dollars committed (supporter and Satellite Symposia contributions only). Selection is contingent upon receipt of a **Friends of CCC 2007** supporter payment prior to February 9, 2007 and confirmation of a Satellite Symposium time slot on or after February 9, 2007. Cost of a Satellite Symposium is additional;
- A sign recognizing your support as a **Friends of CCC 2007**, for your exhibit area;
- Corporate name placed on a Congress Supporter recognition sign in the main lobby and public areas during the CCC 2007;
- Corporate name on the Congress Supporter recognition page that will appear in the CCC 2007 Registration edition of the ECG (circulation: over 15,000 Canadian cardiovascular-focused primary care physicians, cardiovascular specialists and other cardiovascular-related healthcare providers), the on-site edition of the ECG and the Final Program (distributed to all delegates on-site over the four days);
- Acknowledgement as a **Friend of CCC 2007** support throughout the year leading up to and during CCC 2007 through:
  1. *Canadian Journal of Cardiology* Congress Abstract Program.
  2. Canadian Cardiovascular Congress Web site.
  3. Canadian Cardiovascular Society CCC 2007 mailings.

## Contributors (\$2,500)

**Contributor** supporters of the CCC 2007 Congress will receive the following recognition:

- Corporate name placed on a Congress Supporter recognition sign in the main lobby and public areas during CCC 2007;
- Corporate name on the Congress Supporter recognition page that will appear in CCC 2007 Registration edition of the ECG (circulation: over 15,000 Canadian cardiovascular-focused primary care physicians, cardiovascular specialists and other cardiovascular-related healthcare providers), the *Canadian Journal of Cardiology* Congress Abstract Program, on-site edition of the ECG and the Final Program (distributed to all delegates on-site over the four days).

## Program Supporters - Not-for-profit Health Organizations

Program Supporters are recognized for their strong commitment to the success of the CCC 2007 Scientific Program through their own Program Supporter page and on-site signage.

### Three Levels Available: **Gold (\$5,000) Silver (\$3,500) Bronze (\$2,500)**

- Not-for-profit organization name or logo placed on a Program Supporter recognition page in the CCC 2007 ECG - Registration Edition (circulation over 15,000), Canadian Journal of Cardiology Congress Abstract Book, and the Final Program (distributed to all delegates on-site over the four days);
- Not-for-profit organization name or logo placed on a Program Supporter recognition sign in the mail lobby and public areas during CCC 2007;
- Not-for-profit organization name or logo placed on a Program Supporter recognition page on the Congress Web site;
- Acknowledgement of your Program Support status by the CCC 2007 Chair, during the CCC 2007 Opening Ceremonies.

### Additional opportunities available to **Program Supporters**

Numerous social events, high-quality speakers, plenary sessions, debates, simultaneous oral and poster sessions, moderated poster sessions, interactive workshops 'Meet the Expert' sessions, Learning Tracks and more — all providing unique opportunities to position your organization or institution in front of a coveted audience.

For further details on CCC 2007 Scientific Program sponsorship opportunities and benefits for not-for-profit health organizations, please contact:

Blair Tryon  
Congress Manager,  
Exhibition and Sponsorship  
613-238-2304 Ext. 227  
888-317-8461  
[ccc-exhibits@intertaskconferences.com](mailto:ccc-exhibits@intertaskconferences.com)

# SPONSORSHIP OPPORTUNITIES APPLICATION FORM



Including the 60<sup>th</sup> Annual Scientific Meeting of  
the Canadian Cardiovascular Society  
Québec City Convention Centre  
Québec City, Québec  
October 20-24, 2007



***The Canadian Cardiovascular Congress is the premier showcase of cardiovascular science in Canada.***  
Sponsorship of the Congress and Scientific Program provides an unparalleled opportunity to highlight your companies commitment to cardiovascular health, education and research in Canada.

## **YES! We commit to the following supporter level**

- |   |   |
|---|---|
| <input type="checkbox"/> Grand Patron (\$50,000+) | <input type="checkbox"/> Patron (\$25,000)  |
| <input type="checkbox"/> Benefactor (\$10,000)    | <input type="checkbox"/> Friends of CCC 2007 (\$5,000)  |
| <input type="checkbox"/> Contributor (\$2,500)    | <input type="checkbox"/> Program Supporter: <input type="checkbox"/> Gold <input type="checkbox"/> Silver <input type="checkbox"/> Bronze |

**We also commit to support of 'Extending the Congress Experience'**

## Additional Opportunities Available

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> Luncheons (\$10,000 x 3) | <input type="checkbox"/> Refreshment Breaks (\$2,500 x 4) | <input type="checkbox"/> Opening Reception (\$7,500 x 2) |
| <input type="checkbox"/> Delegate Kit (\$12,500)  | <input type="checkbox"/> Lanyards (\$2,500)               | <input type="checkbox"/> Information Desk (\$5,000)      |
| <input type="checkbox"/> Screen Saver (\$12,500)  | <input type="checkbox"/> Program Highlights (\$7,500 x 2) | <input type="checkbox"/> Scientific Program Sessions     |

**For details on the additional sponsorship opportunities, please contact Blair Tryon at (613) 238-2304**

**PLEASE COMPLETE AND FAX THIS FORM TO:  
BLAIR TRYON, CONGRESS MANAGER, EXHIBITION and SPONSORSHIP AT (613) 236-2727**

**NOTE: Sponsorship proposals will be negotiated on a 'first-come, first-served' basis.**

Name \_\_\_\_\_

Title \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Province/State \_\_\_\_\_ Country \_\_\_\_\_ Postal/Zip Code \_\_\_\_\_

Telephone (\_\_\_\_) \_\_\_\_\_ Facsimile (\_\_\_\_) \_\_\_\_\_ E-mail \_\_\_\_\_

Authorization Signature \_\_\_\_\_ Date \_\_\_\_\_

**Terms:** An invoice will be issued with the confirmation of your Congress & Scientific Program support. Full payment, **plus applicable taxes**, as an unrestricted educational grant, is due and payable to: 'CCC 2007' upon receipt.

Additional opportunities will be invoiced after review and confirmation of sponsorship.

**Mailing Address:** Please send payment and correspondence to:

**CCC Secretariat**  
275 Bay Street  
Ottawa ON K1R 5Z5

Should you require additional information or have questions, please contact

**Blair Tryon**  
Congress Manager,  
Exhibition and Sponsorship at  
1-866-317-8461, (613) 238-2304, ext. 227  
or via e-mail at  
ccc-exhibits@intertaskconferences.com